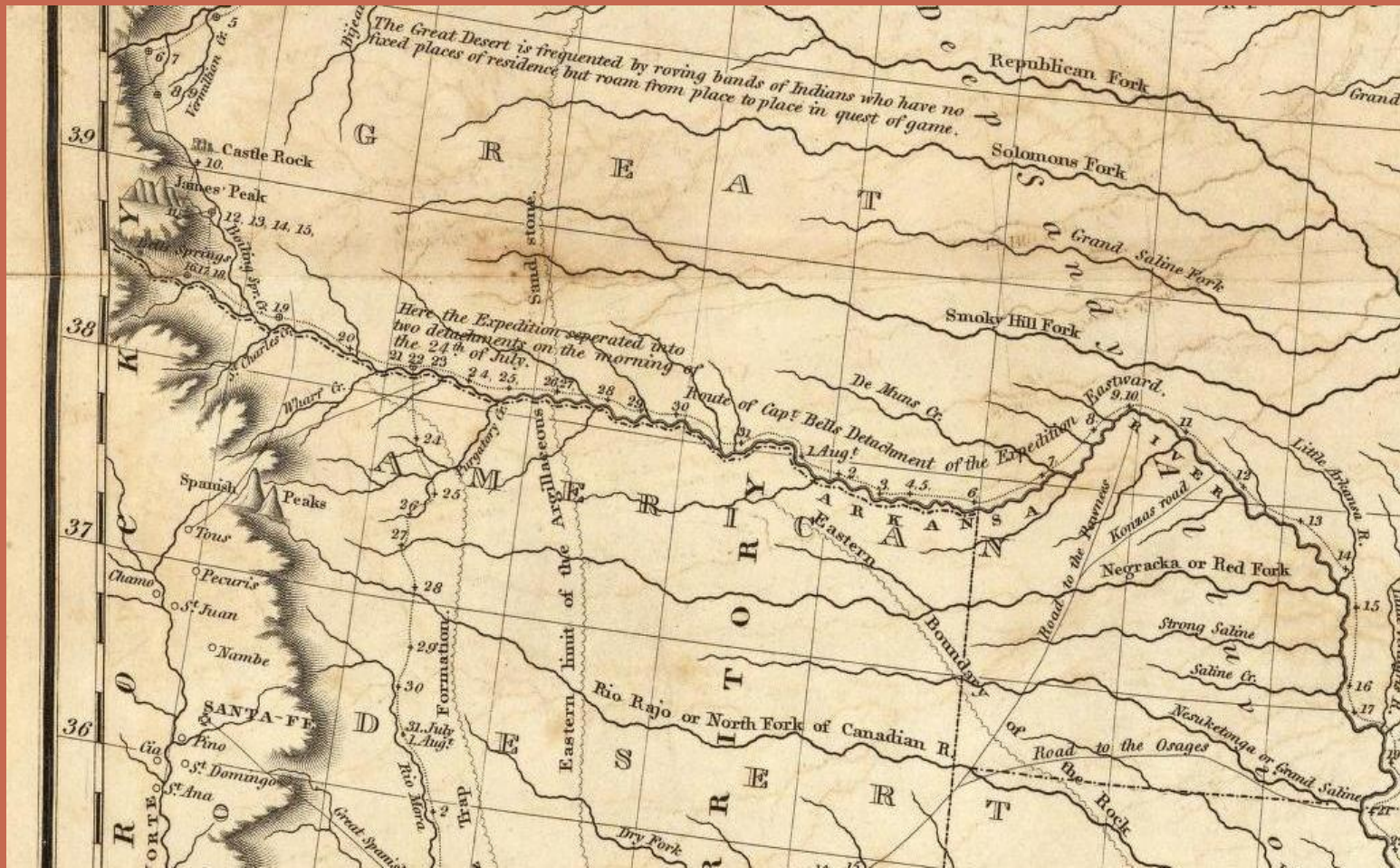
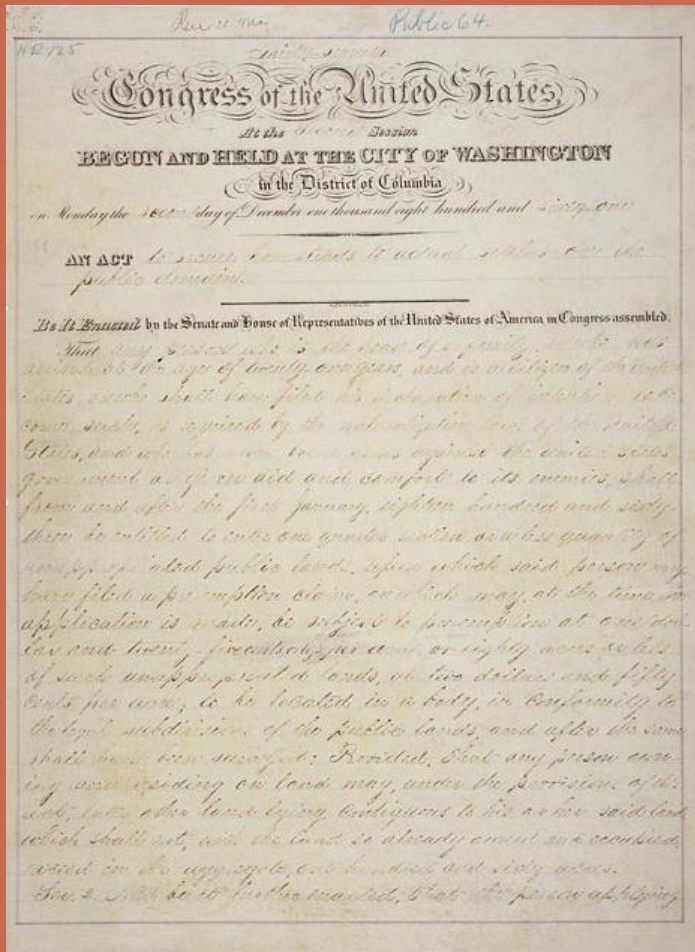


Advertising The Dream

The “Great American Desert” In The Late 19th Century



Homestead Act Of 1862



➤ 160 Acres Of Free Land If...

And

- You Were A U.S. Citizens
- Or Had Declared Your Intention To Become A Citizen

And

- Built A Home And Lived On The Land For 5 Years

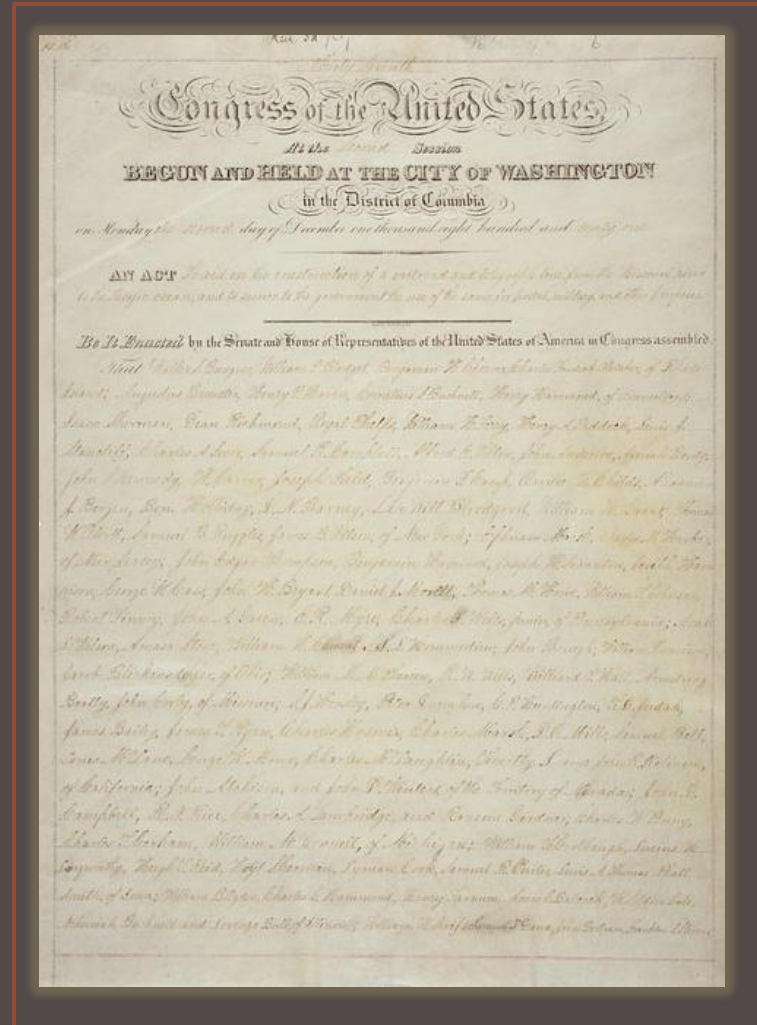
Then

- Improved The Land

➤ The Land Was Given To The Homesteader!!

Pacific Railway Act 1862

- Created The Union Pacific Railroad Company
- Authorized The Construction Of A Transcontinental Railroad
- Provided Millions Of Acres In Land Grants To Railroads



How To Populate The West

Many Feared The Population Of The U.S. Was Not Sufficient To Sustain The Agricultural And Industrial Designs Of The West

So...

Railroad Men Lobbied To Create A Strategy To Pursue Immigrants And Wanted Government Support

Act To Encourage Immigration 1864

38th CONGRESS,
1st Session.

S. 125.

IN THE SENATE OF THE UNITED STATES.

FEBRUARY 18, 1864.

Mr. STEWART, from the Committee on Agriculture, submitted a report, (No. 15,) accompanied by the following bill; which was read and passed to a second reading.

A BILL

To encourage immigration.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*
3 *That there shall be appointed, by and with the advice and*
4 *consent of the Senate, an officer to be styled the Commis-*
5 *sioner of Immigration, who shall have an office in the De-*
6 *partment of State, and shall be under the direction of the*
7 *Secretary of State, and shall hold his office during four years,*
8 *unless sooner removed, and shall receive as an annual com-*
9 *pensation the sum of twenty-five hundred dollars; that to*
10 *assist the said Commissioner in the discharge of the duties*
11 *imposed by this act, the Secretary of State may, as they be-*
12 *come necessary, assign to such officer one clerk of the first*
13 *class and one clerk of the third class.*

1 **SEC. 2.** *And be it further enacted, That to encourage,*
2 *facilitate, and protect foreign immigration to and within the*

Established: The Federal
Commissioner Of Immigration

Created: The Superintendent
Of Immigration For New York
City

Provided: Information To
Immigrants About
Opportunities

- The Homestead Act
- Work With Railroads And Shipping Companies To Provide Transportation

Destination Great American Desert



First Objective Of Promoters

Overcome The Stigma Attached To The
Geography

Stephen Long



- Coined the term “Great American Desert” in 1820 while on a Government funded expedition
- Claimed the area was: “almost wholly unfit for cultivation, *and of course uninhabitable by people depending upon agriculture for subsistence*”

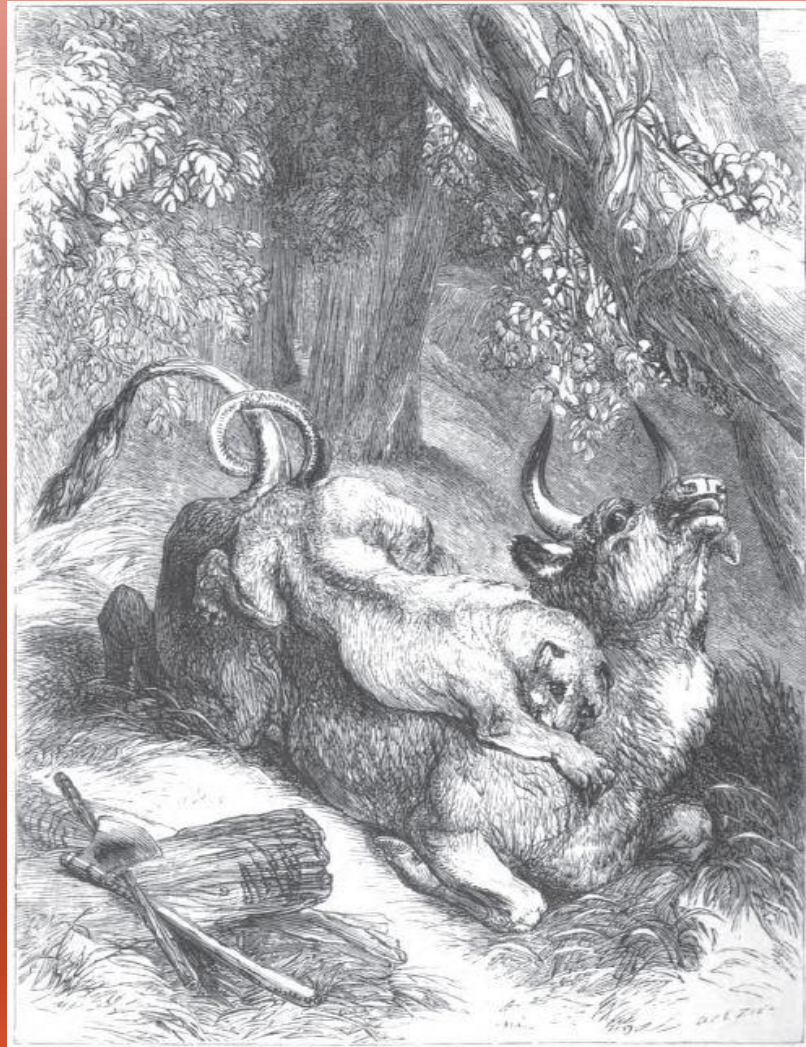
Years Of Literature, Guidebooks, And Reports Continued To Label The Region As A “Wasteland”

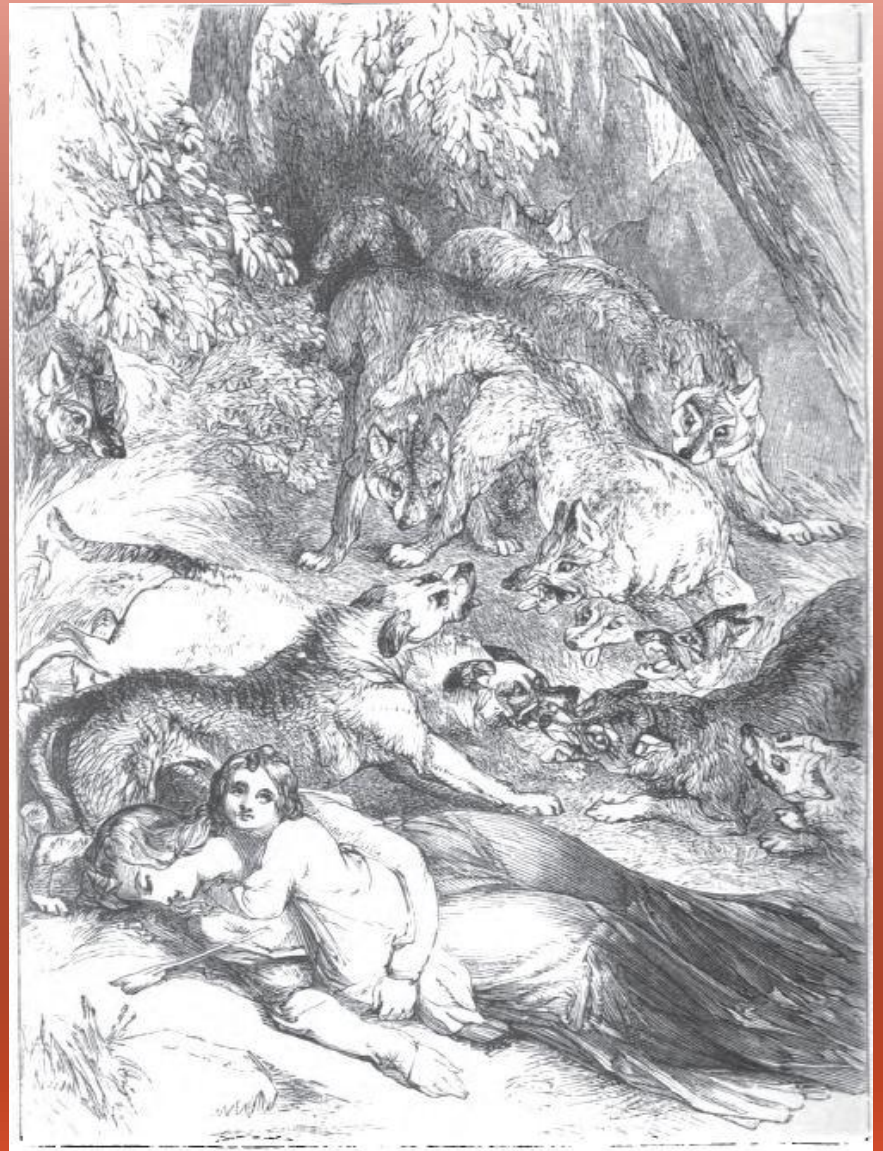
Such, then, my young friend, is a rough sketch of some of the more prominent features of the Great American Desert.

Let me conduct you into it, and show you—from a nearer view—some of its wild but interesting aspects. I shall not show you the wildest of them, lest they might terrify you. Fear not—I shall not lead you into danger. Follow me.

Introduction To A Popular Book Titled *The English Family Robinson* By Captain Mayne Reid, 1852

“Images” Of The Great American Desert Show The Dangers “Sure” To Be Encountered





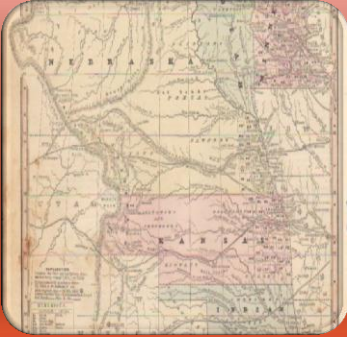
Outlines of Modern Geography: On A New Plan Carefully Adapted For Youth, 1826

- Listed the “Great American Desert” as the 5th largest desert in the world!!

5. *In North America*, between the Platte river, a branch of the Missouri, and the head waters of the Colorado and Sabine river, there is an extensive desert, called the *Great American Desert*. The length of the desert is unknown ; but its average width is supposed to be 500 or 600 miles. The eastern portion of this desert is covered with a fine sand, with scarcely a rock or stone.

Image Makeover

- After The Civil War, The Term “*Great American Desert*” Was Replaced By A More Benign Term... “*The Great Plains*”



The Upper Great Plains



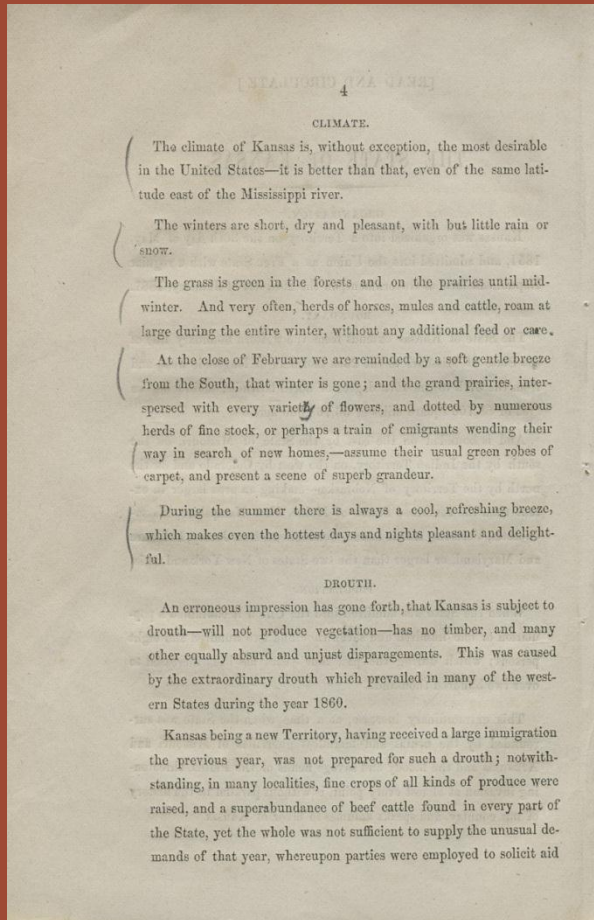
The Central Great Plains

More Inviting Images Appear



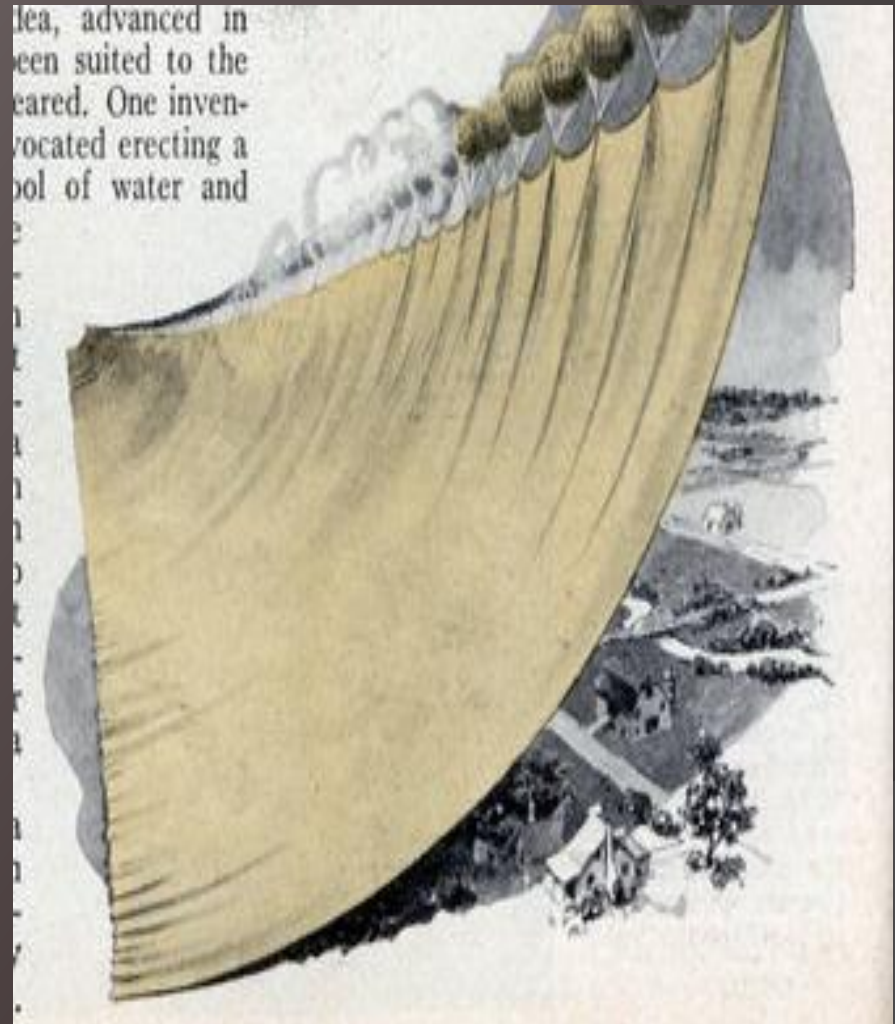
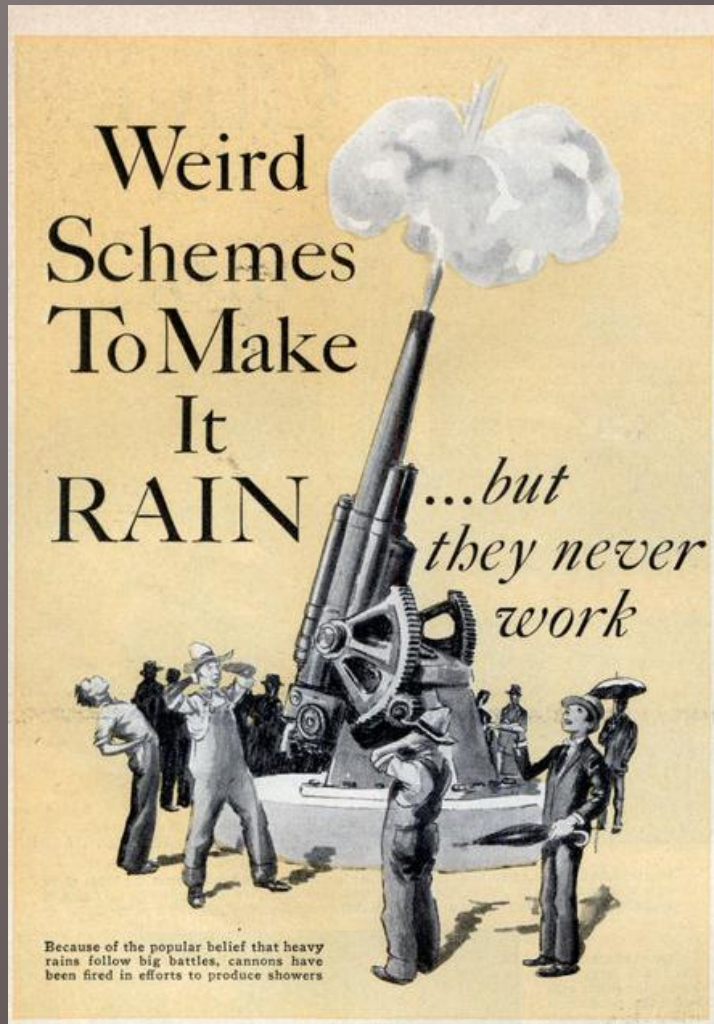
Salinas River, Looking South from Cattle Ranch on the Salinas

As Well As Softer Language



- “The Winters Are Short, Dry, And Pleasant”
- “At The Close Of February We Are Reminded By A Soft Gentle Breeze From The South, That Winter Is Gone”
- “During The Summer There Is Always A Cool, Refreshing Breeze, Which Makes Even The Hottest Days And Nights Pleasant And Delightful”

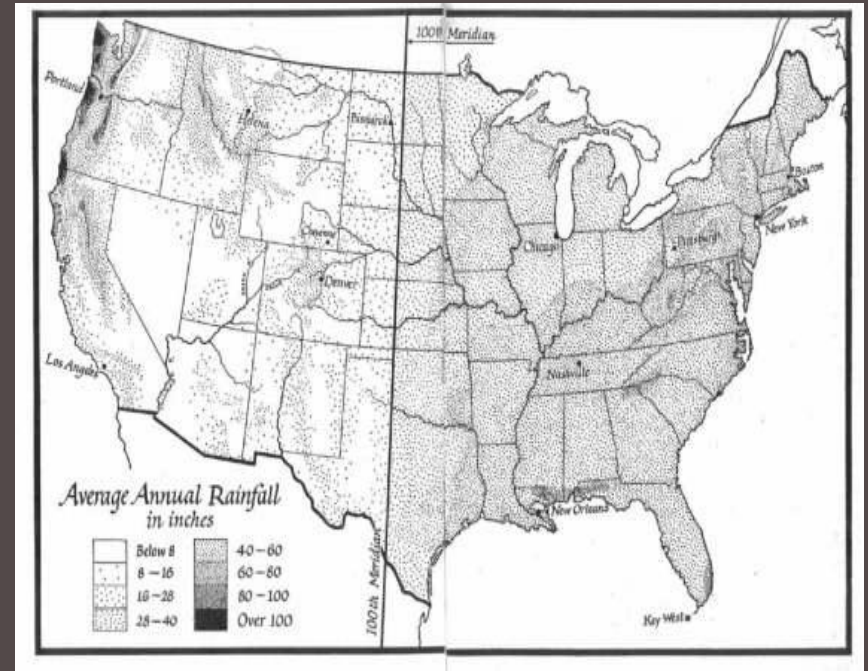
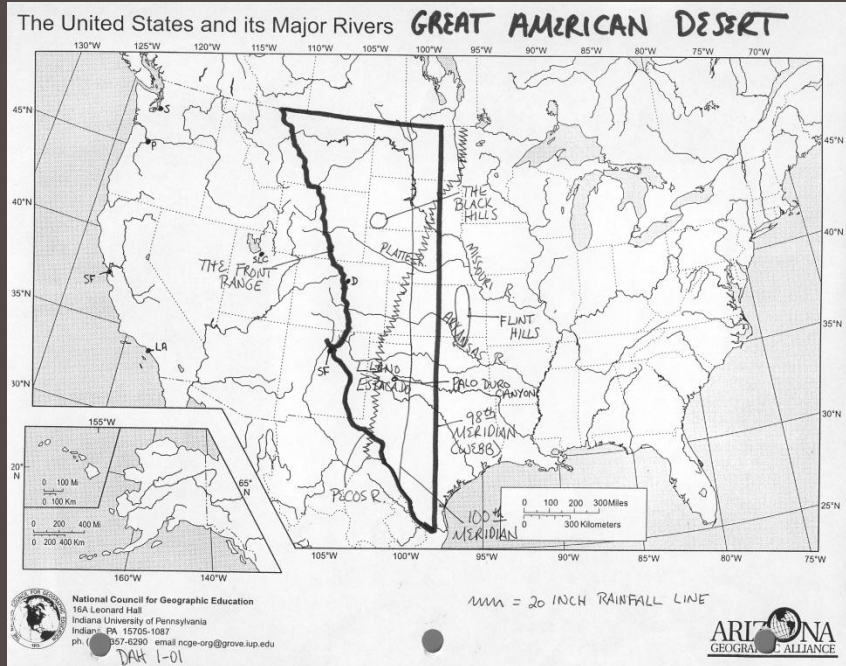
New Scientific Theories!!!



Rain Follows The Plow

- Theory: Plowing The Soil Released Moisture Into The Air That Would Then Fall Back To Earth As Rain

Does It?



Railroads Create Rain

- Theory: The Speed Of The Railroad Cars Created Air Currents, Resulting In Electrical Atmospheric Conditions That Produced Rain

Markets to Advertise In



- “Immigration has almost ceased, and the present unsettled condition of Europe, tending to a general war on that continent, should invite, on our part, the adoption of the most liberal policy, which will induce the immigrant to seek a home here.”
 - Congressman John Potter, Head of the Committee for Public Lands, 1862.

Target Communities

Economically And Socially Oppressed

- “ ‘Serfs’ were beaten both at work and at home for the merest trifle. It is unbelievable how men could thus torture their fellows! Every farmer had first to do his dues at the manor house, whether with his team or on foot. Only then could he work his own land, sowing and reaping at night. No excuse as to pressing needs at home was of any use. If one did not appear as ordered, at once the overseer would come. If he found the wife busy cooking he would throw a pail of water on the fire, or in winter would carry off the windows or the doors.”
 - Excerpt: Jan Slomka, *From Serfdom to Self-Government: Memoirs of a Polish Village Mayor, 1842-1927* trans. William John Rose, (London: Minerva Publishing Co.), 1941.

Target Communities

Groups Oppressed By War



Alsace-Lorraine after annexation in Franco-Prussian War

Target Communities

Northern Europeans

English

Germans

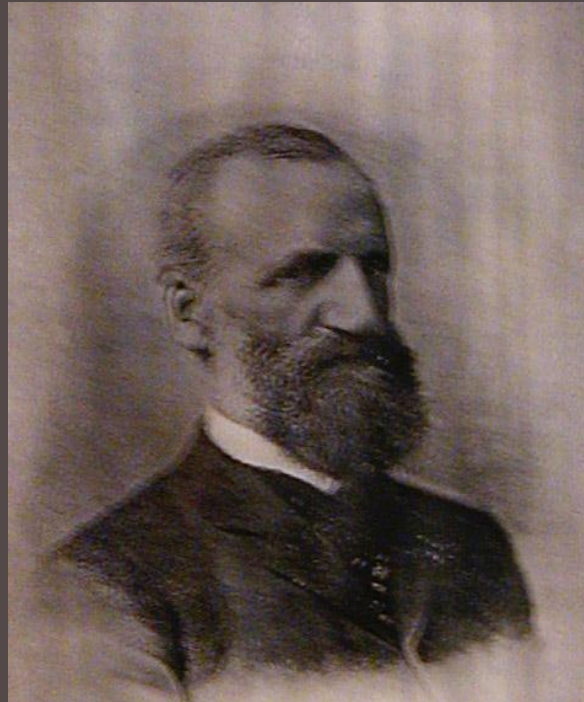
Scandinavians



Land Agents



Missouri, Kansas,
and Texas Railroad
(English and
Scottish)



Great Northern Railroad
(Scandinavians)



Santa Fe Railroad
(Germans)

How To Relay Important Information

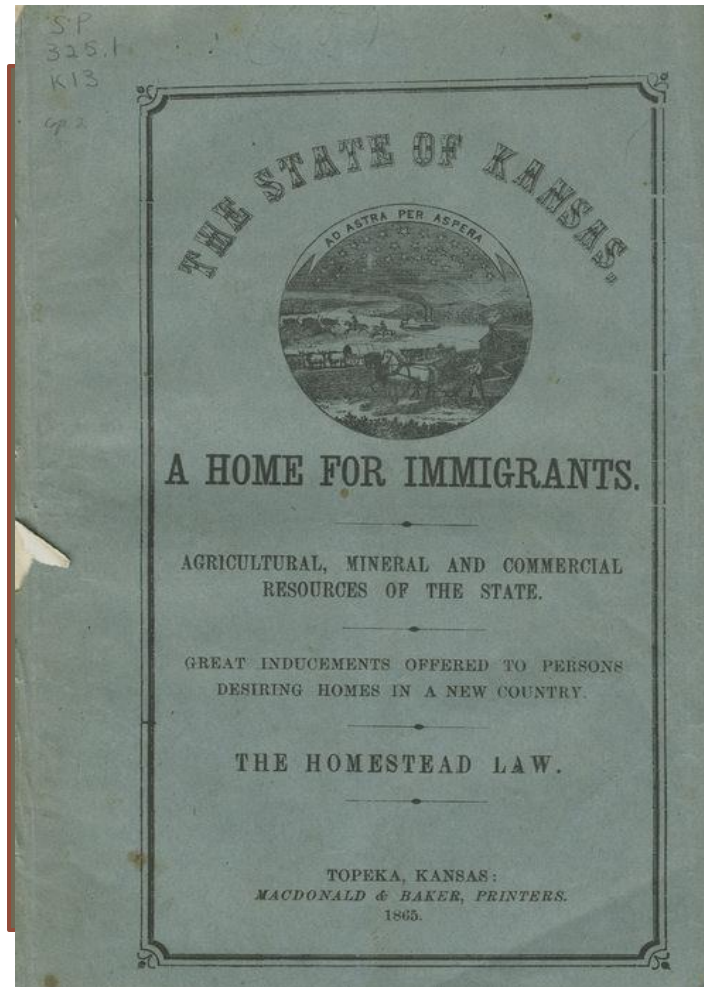


The 8th Wonder Of The World



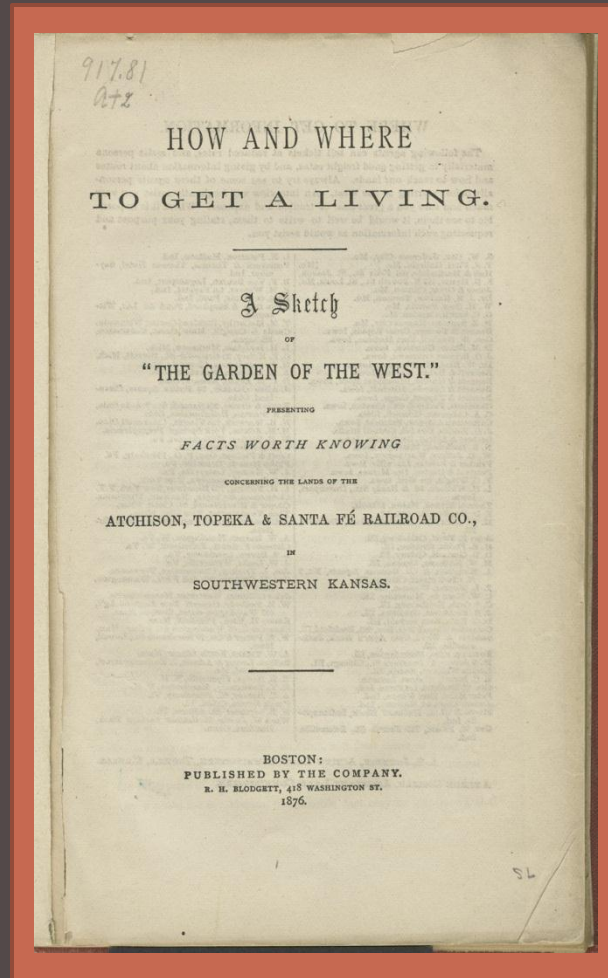
Transatlantic Telegraph Completed In 1866

For Many Europeans Land Ownership Was Improbable If Not Impossible

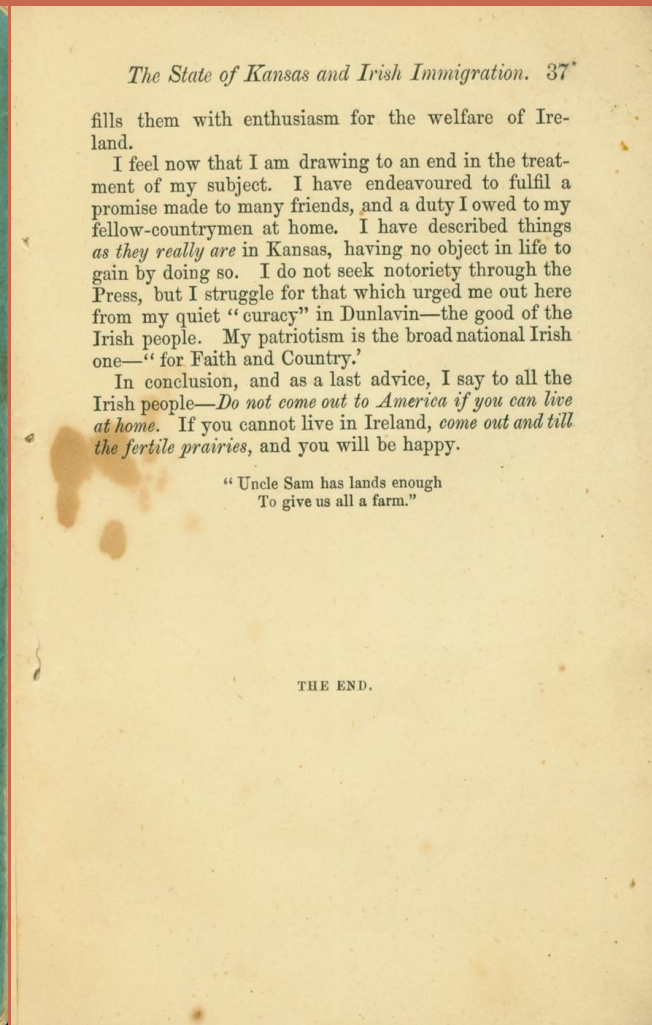
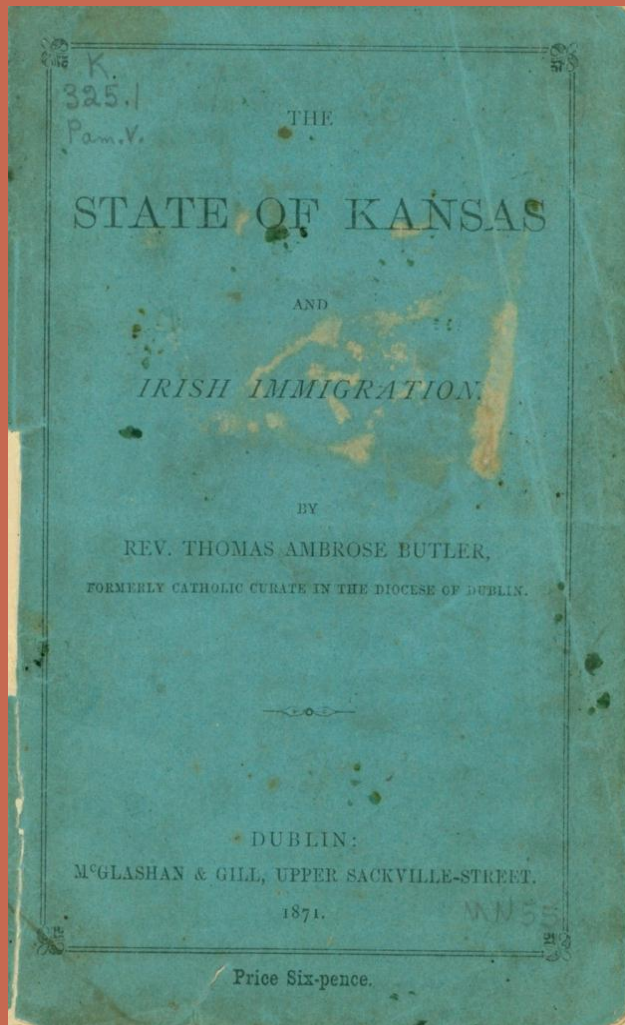


Immigration Guidebooks Begin To Be Published To Distribute In Europe

Information Was Provided To Ensure Success In The American West

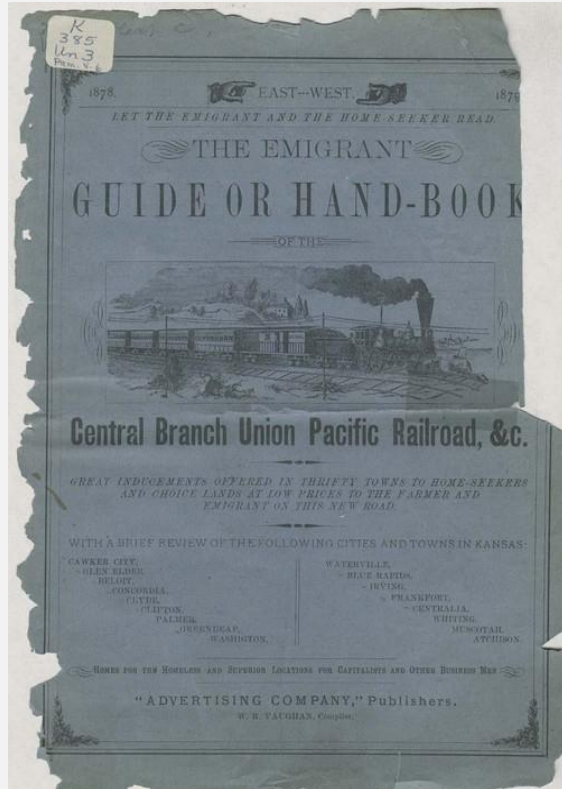


Use Of “Trusted” Sources



Railroads Often Employed “Trusted” Individuals Such As Clergy, Doctors, Or Professionals From The Country They Were Targeting To Write About The Opportunities Available In America

Advertisements Begin To Replace Traditional Guidebooks

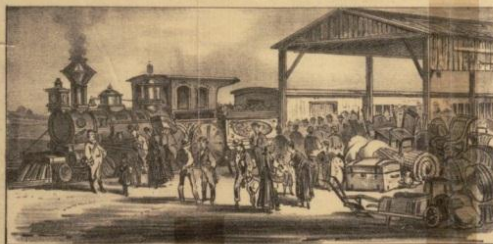


OH! CARRY THE NEWS!

"Go West Young Man"

Go West! Go West!!

THERE WAS NEVER ANYTHING LIKE IT! SO GOOD! SO CHEAP!!



Settlers arriving in the Great Neosho Valley, by
The Missouri, Kansas & Texas R. W.
 Where 1,000,000 ACRES OF CHOICE LAND ARE FOR SALE!
 Healthy Climate! Plenty of Wood, Coal, Stone, and Running
 Streams! Ten Years' Time! Seven per cent. Interest!
 No Payment the Second Year! 20 per cent. off for Cash.



THE FATHER TALKS TO HIS SONS.

Father.—Fifty years ago I came into these parts, and commenced this clearing, and it ain't much of a clearing yet. It is not enough to support us all. My sons, you are now both of age, and must start in life for yourselves. What are you going to do?

William.—Mr. Simpkins told me he would rent me his new clearing of twenty acres, and furnish the seed if I would give him half of what I raised and would clear five acres more. I think I will rent of him. What are you going to do, John?

John.—Ma! I am going West to get a house of my own. I am not going to pull stumps, pile stones, nor sell hogs any longer.

William.—John, ain't you afraid of the Indians and drought in that country?

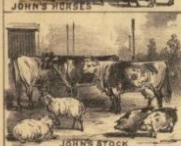
John.—Indians? They don't hurt those that are not there; and it can't be any dryer there than here, for we've got all our crops last year by the drought. They show that go West come back in a few years with good money and plenty of money, and that is what we need here in these days.

William.—Ain't you afraid of the prairie out West?

John.—You half as much as I am of the prairie and chain hogs, that are so abundant here!

THE MISSOURI, KANSAS & TEXAS RAILWAY

Has the Best and Cheapest Land for Sale
 on the Continent in the
 GREAT NEOSHO VALLEY, KANSAS



THE FARM THAT JOHN MADE IN KANSAS

Another Letter from John.

DEAR BROTHER WILLIAM: It has been a long time since I wrote to you. I was then in Texas, and just starting for the gold regions that there was such an excitement about. I went up into that country, but found no gold: it was all a humbug, the report was gotten up by designing men. Not being pleased with Texas, I started for Kansas. You better believe I had a fine time riding up through the Indian Territory on the Missouri, Kansas and Texas Railway. I believe it is one of the best roads in the world!

I stopped at Parsons—a pretty town of four thousand inhabitants. They there directed me to go up the Neosho Valley about forty miles to the land office of the Missouri, Kansas and Texas Railway, at Neosho Falls. That proved to be the luckiest move I ever made. I have traveled all over Nebraska, Iowa, Missouri, and Texas; but nothing equals this part of Kansas.

I was never so disappointed in my life as I was when I entered the land office. They would answer every question I asked, and treated me as though I was brother to the President. The Land Commissioner, Mr. Isaac T. Goodnow, is a reliable man, an old pioneer, has been in the State twenty years. He knows every thing about the country. I told him just what I wanted, and he told me just where to find it. They furnished me a carriage and driver, and showed me all over the country, free of charge! Such treatment almost scared me! At the land office in Nebraska and Texas, they treated me as though I had no right to ask any questions; and when I wanted to see the land I had to hire my own horse and buggy. From Neosho Falls I rode all day over the prairie. There was so much good land! I never saw such deep soil; such big corn as grows in this valley. It has not been six years since I fell home with only five hundred dollars in money. Now I have 100 acres of the finest land in the world, all under cultivation, a good house and barn, ten horses, eight cows, twenty hogs, a pretty wife, and two babies! How is that for six years?

Oh, don't dig among the hills and mountains any longer, when you can get such good land here as cheap. You only have to pay one month down, and have ten years to pay the balance at seven per cent. interest. Do not wait and come here at some long as they are in Indiana. We have the finest class of people in the world. It is time to head, or to meet close. I hope to see you all here soon.

Good by!

John



Passengers leaving Hannibal, Mo., by Missouri, Kansas and Texas Railway, for

NEOSHO FALLS, KANSAS,

Where the Choicest Lands of the West can be bought at
 Lower Rates and on Better Terms than can be had
 of any other Company!



Simpkins' 20 Acre Clearing that William Rents.
 He wishes he was out West, where John is.

Lands usually from \$2 to \$7 per Acre.
TERMS OF SALE.

One month down at time of purchase. To be paid in ten equal installments, the fourth every year after said installment of interest only. Interest on principal at 7 per cent. per annum. For cash, 20 per cent. off for cash. Lands for sale in large tracts, or in small lots, as desired.

EXAMPLE.

100 Acres, at \$5, amount to \$500. \$500.	1.	One month, \$50.00.....	Interest, \$50.00.....	\$100.00
One month each at time of purchase.....	2.	do. do		

To parties paying in full at the time of purchase, no more than \$2 per acre, at the regular price, but not more than \$100 per acre. And to those paying in full at the time of purchase, no more than \$2 per acre, at the regular price, but not more than \$100 per acre. And to those paying in full at the time of purchase, no more than \$2 per acre, at the regular price, but not more than \$100 per acre.

ISAAC T. GOODNOW, Land Commissioner,
 NEOSHO FALLS, KANSAS.

April 1, 1874.

Free Or Cheap Transportation Offers

7-9740


envelope.

FREE SLEEPING CARS FOR EMIGRANTS

CARRIED ON

EXPRESS TRAINS,

AND LEAVING KANSAS CITY BOTH MORNING AND EVENING,



AT & S F R EMIGRANT SLEEPING CAR

ON THE

SANTA FE ROUTE.

ATCHISON, TOPEKA & SANTA FE R. R.

GREAT REDUCTION IN TIME.

NOVEMBER 8, 1884

Kansas Passenger Route, Toronto.

1896

GRAND TOUR

OF

COLORADO

FOR \$45.

UNION PACIFIC RAILROAD,

KANSAS PACIFIC RAILWAY,

Colorado Central R. R., Denver & Rio Grande R'y & Kansas City, St. Joseph & Council Bluffs R. R.

1st GRAND TOUR.	\$45.00. Excursion Tickets, good till October 31st, going west from Omaha via Cheyenne, over the Union Pacific, Colorado Central and Denver & Rio Grande Railroads, to Denver, Colorado Springs or Pueblo, and returning east to Kansas City or Leavenworth via Kansas Pacific Railway. Also the reverse of this route—going west from Kansas City or Leavenworth over the Kansas Pacific, and returning east to Omaha over the Union Pacific.
2d GRAND TOUR.	\$45.00. Excursion Tickets, good till October 31st, going west from Kansas City or Leavenworth via Kansas Pacific and Denver & Rio Grande Railroads to Denver, Colorado Springs or Pueblo, and returning east to Kansas City or Leavenworth via Cheyenne and Omaha, over the Colorado Central, Union Pacific and Kansas City, St. Joseph & Council Bluffs Railroads. Also the reverse of this route—going west via K. C. St. J. & C. B. R. R. and Union Pacific Line, and returning to Kansas City or Leavenworth via Kansas Pacific.
3d GRAND TOUR.	\$45.00. Excursion Tickets, good till October 31st, going west from Omaha via Union Pacific, Colorado Central and Denver & Rio Grande Railroads to Denver, Colorado Springs or Pueblo, and returning east to Omaha via Kansas City or Leavenworth over the Kansas Pacific and Kansas City, St. Joseph & Council Bluffs Railroads. Also the reverse of this route—going out from Omaha via K. C. St. J. & C. B. R. R. Kansas Pacific and Denver & Rio Grande, and returning to Omaha via Colorado Central and Union Pacific.
4th GRAND TOUR.	\$45.00. Excursion Tickets, good till October 31st, going west from Omaha via Cheyenne over the Union Pacific, Colorado Central and Denver & Rio Grande Railroads to Denver, Colorado Springs or Pueblo, and returning east to Omaha by the same route.
5th GRAND TOUR.	\$45.00. Excursion Tickets, good till October 31st, going west from Kansas City or Leavenworth via Kansas Pacific and Denver & Rio Grande Railroads to Denver, Colorado Springs or Pueblo, and returning east to Kansas City or Leavenworth by the same route.

This new combination of Excursion Routes enables the tourist to go out by one and return by another **WITHOUT ADDITIONAL COST**

Affording him a fine view of the Great Smoky Range its entire length, and an opportunity of visiting the famous Gold and Silver Mines, Wonderful Caves and Celebrated Health and Pleasure Resorts of Colorado.

THESE TICKETS MAY BE HAD AT THE COMPANIES OFFICES AT

Council Bluffs, Omaha, St. Joseph, Leavenworth and Kansas City

AND AT ALL PRINCIPAL RAILROAD TICKET OFFICES IN THE COUNTRY.

A. C. DAWES, KANSAS CITY, MO. JOSEPH.	D. C. DOOGUE, KANSAS CITY, MO. JOSEPH.	W. N. BARCOCK, KANSAS CITY, MO. JOSEPH.	P. B. GROUT, KANSAS CITY, MO. JOSEPH.	THOS. L. KIMBALL, KANSAS CITY, MO. JOSEPH.
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© 1896 Union Pacific R.R. Co., Omaha, Neb. Printed by J. H. Allen, Omaha.

Refunds To Land Buyers



This is a vintage advertisement for Union Pacific Railway lands in Nebraska. The central theme is a large diagonal banner that reads "UNION PACIFIC RY. LANDS IN NEBRASKA" in bold, black letters. To the left of this banner, a small box contains the number "3,000,000". To the right, another box says "ACRES.".

Authorized General Eastern Agents.

JAMES F. AGLER,
411 First Street, St. Louis, Mo.

A. C. HARTY,
10 Broadway, Vermont.

FRED. W. FUNK,
118 Market St., Philadelphia, Pa.

M. F. DENNIS,
220 Washington St., Boston.

H. I. GREENE,
275 Broadway, New York.

Authorized General Eastern Agents.

M. M. JUDS,
Council Bluffs, Iowa.

E. A. HODSDON,
11 Clark Street, Chicago.

A. O. GREENWOLD,
9 Breckenridge, Cleveland, Ohio.

JES. D. WELSH,
4 Broad Street, Cincinnati, O.

D. C. BLACKMAN,
215 Exchange St., Portland, N. Y.

**Low Prices!
LONG TIME!
Low Rate of Interest!
CLEAR TITLES!**

**Free Information on application TO
LEAVITT BURNHAM,
Land Commissioner,
OMAHA, NEB.**

Procure Tickets via Council Bluffs and Omaha—For Sale at principal Stations all over the country AT LOWEST RATES.

FARE REFUNDED TO LAND BUYERS.

From New York Station, Buffalo, N.Y.

Cattle and Pigs near Council Bluffs, Neb. Union

Bold Colorful Advertisements

**THE LAST CHANCE
FOR DESIRABLE
CHEAP HOMES
IN KANSAS.**

5,825,385 ACRES

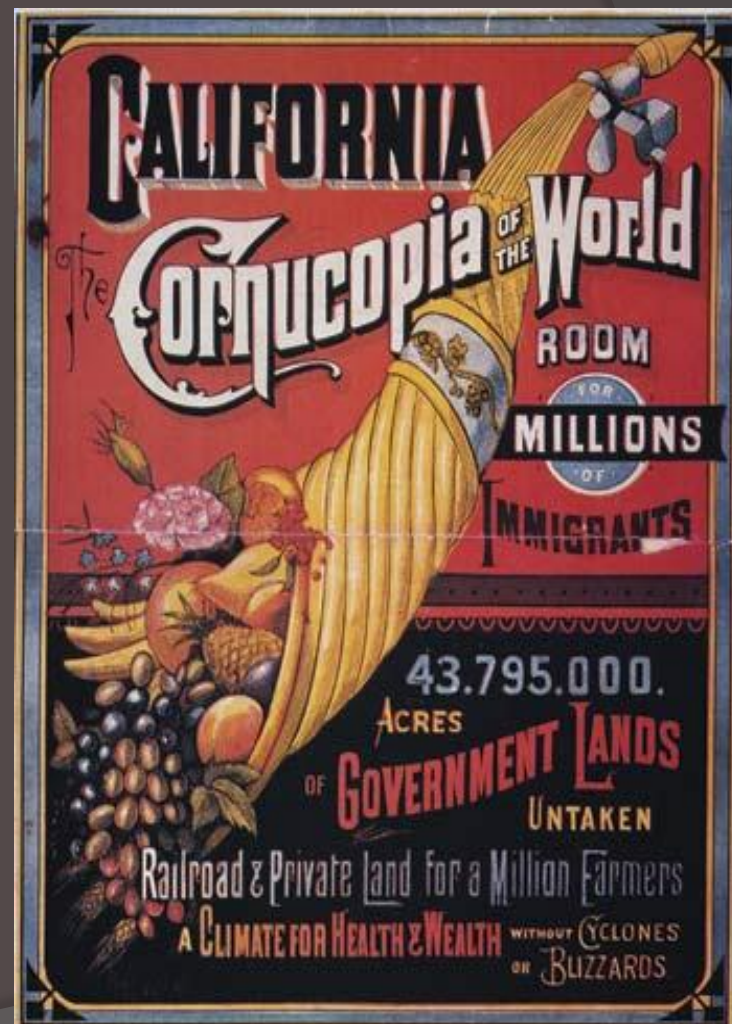
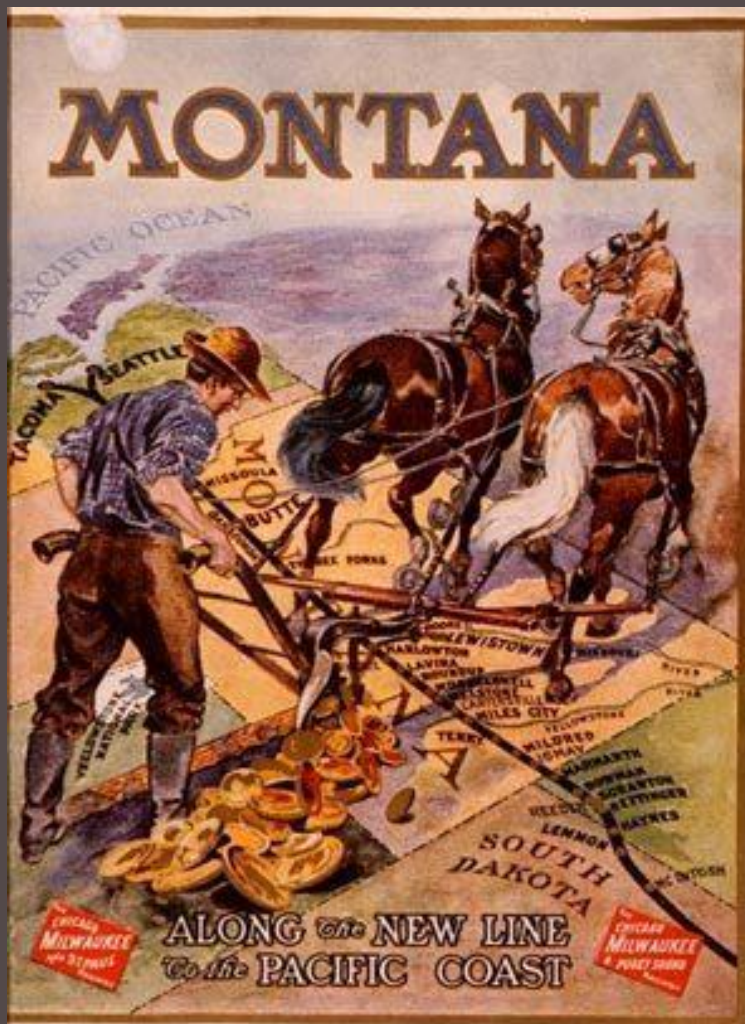
**GOVERNMENT LAND
IN
SOUTHERN KANSAS**

Subject to HOMESTEAD and PRE-EMPTION.
On and near the New Extension of the
**Kansas City, Lawrence & Southern
RAILROAD.**

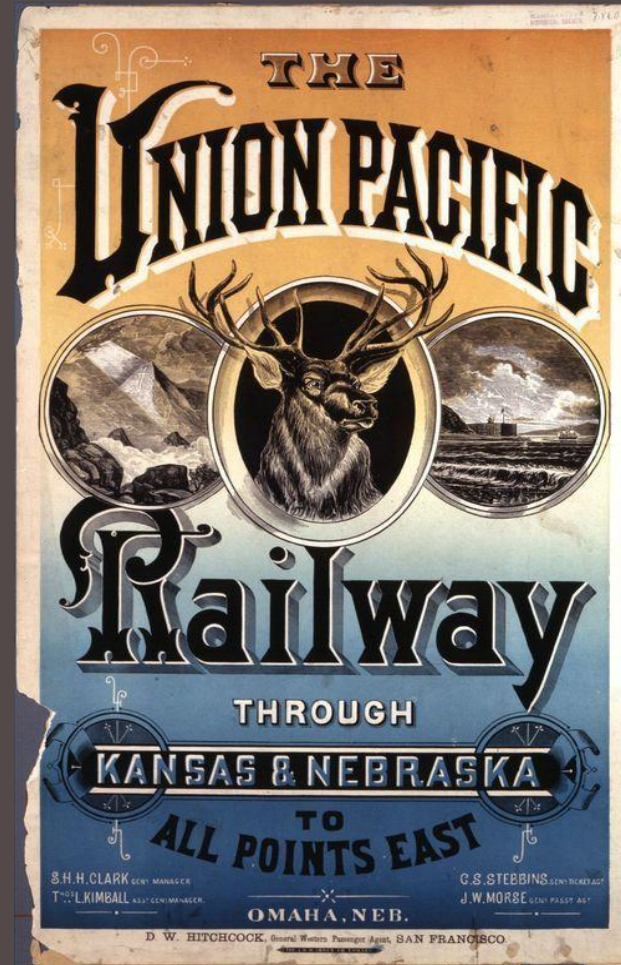
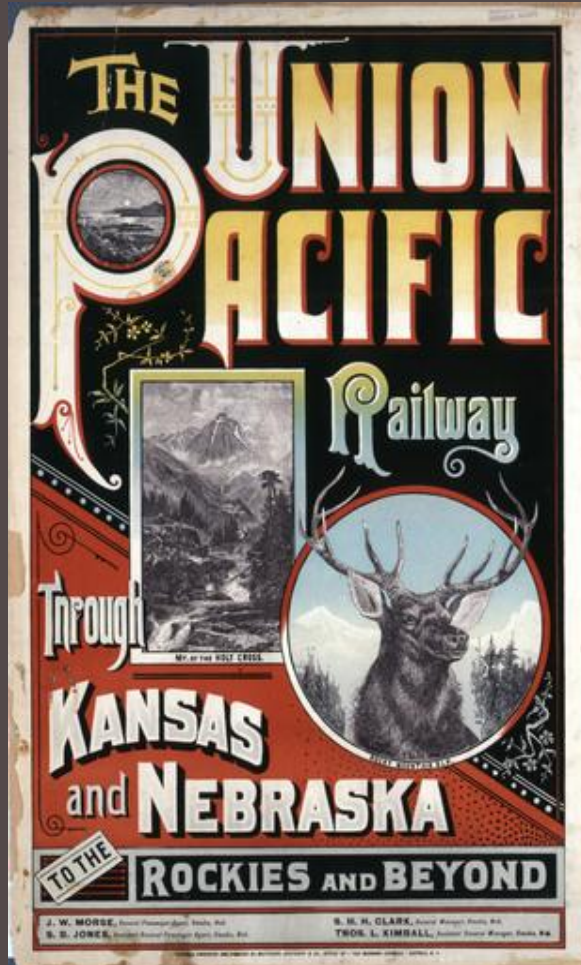
And to be brought near market and made ready for the completion of this line, now
completed to WELLINGTON, SUMNER COUNTY.

Statement of Vacant Government Land in Southern Kansas, on and near the new line of the
KANSAS CITY, LAWRENCE & SOUTHERN RAILROAD, as compiled
Jan. 1, 1890, from records in Government Land Office.

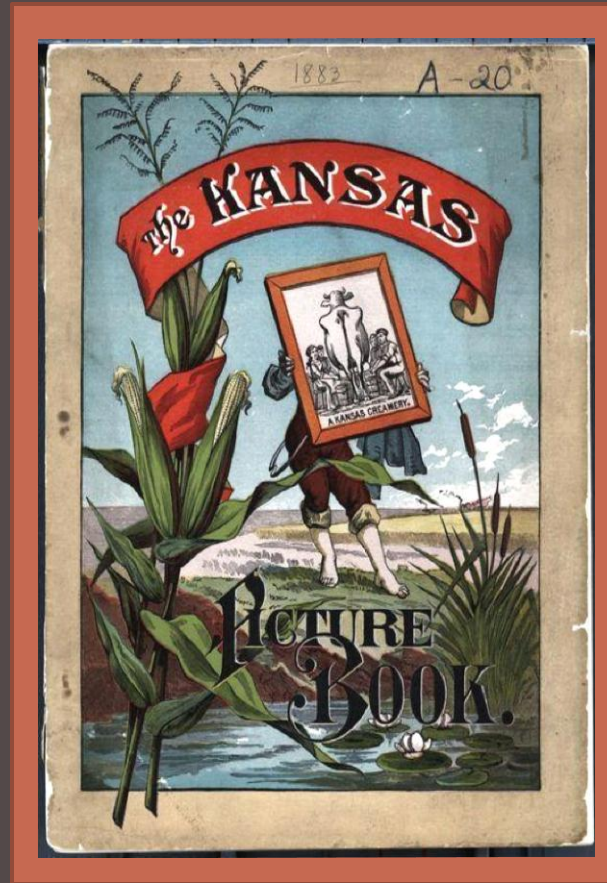
COUNTY.	Tract No.	Acres.	Tract No.	Acres.	Total Acres.
McPherson,	10,000	30,000	20,000	60,000	90,000
Wichita,	11,000	40,000	21,000	80,000	120,000
Cherokee,	12,000	50,000	22,000	90,000	140,000
Harvey,	13,000	60,000	23,000	100,000	160,000
Butler,	14,000	70,000	24,000	110,000	180,000
Barber,	15,000	80,000	25,000	120,000	200,000
Logan,	16,000	90,000	26,000	130,000	220,000
Harvey,	17,000	100,000	27,000	140,000	240,000
Barber,	18,000	110,000	28,000	150,000	260,000
Logan,	19,000	120,000	29,000	160,000	280,000
Harvey,	20,000	130,000	30,000	170,000	300,000
Barber,	21,000	140,000	31,000	180,000	320,000
Logan,	22,000	150,000	32,000	190,000	340,000
Harvey,	23,000	160,000	33,000	200,000	360,000
Barber,	24,000	170,000	34,000	210,000	380,000
Logan,	25,000	180,000	35,000	220,000	400,000
Harvey,	26,000	190,000	36,000	230,000	420,000
Barber,	27,000	200,000	37,000	240,000	440,000
Logan,	28,000	210,000	38,000	250,000	460,000
Harvey,	29,000	220,000	39,000	260,000	480,000
Barber,	30,000	230,000	40,000	270,000	500,000
Logan,	31,000	240,000	41,000	280,000	520,000
Harvey,	32,000	250,000	42,000	290,000	540,000
Barber,	33,000	260,000	43,000	300,000	560,000
Logan,	34,000	270,000	44,000	310,000	580,000
Harvey,	35,000	280,000	45,000	320,000	600,000
Barber,	36,000	290,000	46,000	330,000	620,000
Logan,	37,000	300,000	47,000	340,000	640,000
Harvey,	38,000	310,000	48,000	350,000	660,000
Barber,	39,000	320,000	49,000	360,000	680,000
Logan,	40,000	330,000	50,000	370,000	700,000
Harvey,	41,000	340,000	51,000	380,000	720,000
Barber,	42,000	350,000	52,000	390,000	740,000
Logan,	43,000	360,000	53,000	400,000	760,000
Harvey,	44,000	370,000	54,000	410,000	780,000
Barber,	45,000	380,000	55,000	420,000	800,000
Logan,	46,000	390,000	56,000	430,000	820,000
Harvey,	47,000	400,000	57,000	440,000	840,000
Barber,	48,000	410,000	58,000	450,000	860,000
Logan,	49,000	420,000	59,000	460,000	880,000
Harvey,	50,000	430,000	60,000	470,000	900,000
Barber,	51,000	440,000	61,000	480,000	920,000
Logan,	52,000	450,000	62,000	490,000	940,000
Harvey,	53,000	460,000	63,000	500,000	960,000
Barber,	54,000	470,000	64,000	510,000	980,000
Logan,	55,000	480,000	65,000	520,000	1,000,000
Harvey,	56,000	490,000	66,000	530,000	1,020,000
Barber,	57,000	500,000	67,000	540,000	1,040,000
Logan,	58,000	510,000	68,000	550,000	1,060,000
Harvey,	59,000	520,000	69,000	560,000	1,080,000
Barber,	60,000	530,000	70,000	570,000	1,100,000
Logan,	61,000	540,000	71,000	580,000	1,120,000
Harvey,	62,000	550,000	72,000	590,000	1,140,000
Barber,	63,000	560,000	73,000	600,000	1,160,000
Logan,	64,000	570,000	74,000	610,000	1,180,000
Harvey,	65,000	580,000	75,000	620,000	1,200,000
Barber,	66,000	590,000	76,000	630,000	1,220,000
Logan,	67,000	600,000	77,000	640,000	1,240,000
Harvey,	68,000	610,000	78,000	650,000	1,260,000
Barber,	69,000	620,000	79,000	660,000	1,280,000
Logan,	70,000	630,000	80,000	670,000	1,300,000
Harvey,	71,000	640,000	81,000	680,000	1,320,000
Barber,	72,000	650,000	82,000	690,000	1,340,000
Logan,	73,000	660,000	83,000	700,000	1,360,000
Harvey,	74,000	670,000	84,000	710,000	1,380,000
Barber,	75,000	680,000	85,000	720,000	1,400,000
Logan,	76,000	690,000	86,000	730,000	1,420,000
Harvey,	77,000	700,000	87,000	740,000	1,440,000
Barber,	78,000	710,000	88,000	750,000	1,460,000
Logan,	79,000	720,000	89,000	760,000	1,480,000
Harvey,	80,000	730,000	90,000	770,000	1,500,000
Barber,	81,000	740,000	91,000	780,000	1,520,000
Logan,	82,000	750,000	92,000	790,000	1,540,000
Harvey,	83,000	760,000	93,000	800,000	1,560,000
Barber,	84,000	770,000	94,000	810,000	1,580,000
Logan,	85,000	780,000	95,000	820,000	1,600,000
Harvey,	86,000	790,000	96,000	830,000	1,620,000
Barber,	87,000	800,000	97,000	840,000	1,640,000
Logan,	88,000	810,000	98,000	850,000	1,660,000
Harvey,	89,000	820,000	99,000	860,000	1,680,000
Barber,	90,000	830,000	100,000	870,000	1,700,000
Logan,	91,000	840,000	101,000	880,000	1,720,000
Harvey,	92,000	850,000	102,000	890,000	1,740,000
Barber,	93,000	860,000	103,000	900,000	1,760,000
Logan,	94,000	870,000	104,000	910,000	1,780,000
Harvey,	95,000	880,000	105,000	920,000	1,800,000
Barber,	96,000	890,000	106,000	930,000	1,820,000
Logan,	97,000	900,000	107,000	940,000	1,840,000
Harvey,	98,000	910,000	108,000	950,000	1,860,000
Barber,	99,000	920,000	109,000	960,000	1,880,000
Logan,	100,000	930,000	110,000	970,000	1,900,000
Harvey,	101,000	940,000	111,000	980,000	1,920,000
Barber,	102,000	950,000	112,000	990,000	1,940,000
Logan,	103,000	960,000	113,000	1,000,000	1,960,000
Harvey,	104,000	970,000	114,000	1,010,000	1,980,000
Barber,	105,000	980,000	115,000	1,020,000	2,000,000
Logan,	106,000	990,000	116,000	1,030,000	2,020,000
Harvey,	107,000	1,000,000	117,000	1,040,000	2,040,000
Barber,	108,000	1,010,000	118,000	1,050,000	2,060,000
Logan,	109,000	1,020,000	119,000	1,060,000	2,080,000
Harvey,	110,000	1,030,000	120,000	1,070,000	2,100,000
Barber,	111,000	1,040,000	121,000	1,080,000	2,120,000
Logan,	112,000	1,050,000	122,000	1,090,000	2,140,000
Harvey,	113,000	1,060,000	123,000	1,100,000	2,160,000
Barber,	114,000	1,070,000	124,000	1,110,000	2,180,000
Logan,	115,000	1,080,000	125,000	1,120,000	2,200,000
Harvey,	116,000	1,090,000	126,000	1,130,000	2,220,000
Barber,	117,000	1,100,000	127,000	1,140,000	2,240,000
Logan,	118,000	1,110,000	128,000	1,150,000	2,260,000
Harvey,	119,000	1,120,000	129,000	1,160,000	2,280,000
Barber,	120,000	1,130,000	130,000	1,170,000	2,300,000
Logan,	121,000	1,140,000	131,000	1,180,000	2,320,000
Harvey,	122,000	1,150,000	132,000	1,190,000	2,340,000
Barber,	123,000	1,160,000	133,000	1,200,000	2,360,000
Logan,	124,000	1,170,000	134,000	1,210,000	2,380,000
Harvey,	125,000	1,180,000	135,000	1,220,000	2,400,000
Barber,	126,000	1,190,000	136,000	1,230,000	2,420,000
Logan,	127,000	1,200,000	137,000	1,240,000	2,440,000
Harvey,	128,000	1,210,000	138,000	1,250,000	2,460,000
Barber,	129,000	1,220,000	139,000	1,260,000	2,480,000
Logan,	130,000	1,230,000	140,000	1,270,000	2,500,000
Harvey,	131,000	1,240,000	141,000	1,280,000	2,520,000
Barber,	132,000	1,250,000	142,000	1,290,000	2,540,000
Logan,	133,000	1,260,000	143,000	1,300,000	2,560,000
Harvey,	134,000	1,270,000	144,000	1,310,000	2,580,000
Barber,	135,000	1,280,000	145,000	1,320,000	2,600,000
Logan,	136,000	1,290,000	146,000	1,330,000	2,620,000
Harvey,	137,000	1,300,000	147,000	1,340,000	2,640,000
Barber,	138,000	1,310,000	148,000	1,350,000	2,660,000
Logan,	139,000	1,320,000	149,000	1,360,000	2,680,000
Harvey,	140,000	1,330,000	150,000	1,370,000	2,700,000
Barber,	141,000	1,340,000	151,000	1,380,000	2,720,000
Logan,	142,000	1,350,000	152,000	1,390,000	2,740,000
Harvey,	143,000	1,360,000	153,000	1,400,000	2,760,000
Barber,	144,000	1,370,000	154,000	1,410,000	2,780,000
Logan,	145,000	1,380,000	155,000	1,420,000	2,800,000
Harvey,	146,000	1,390,000	156,000	1,430,000	2,820,000
Barber,	147,000	1,400,000	157,000	1,440,000	2,840,000
Logan,	148,000	1,410,000	158,000	1,450,000	2,860,000
Harvey,	149,000	1,420,000	159,000	1,460,000	2,880,000
Barber,	150,000	1,430,000	160,000	1,470,000	2,900,000
Logan,	151,000	1,440,000	161,000	1,480,000	2,920,000
Harvey,	152,000	1,450,000	162,000	1,490,000	2,940,000
Barber,	153,000	1,460,000	163,000	1,500,000	2,960,000
Logan,	154,000	1,470,000	164,000	1,510,000	2,980,000
Harvey,	155,000	1,480,000	165,000	1,520,000	3,000,000
Barber,	156,000	1,490,000	166,000	1,530,000	3,020,000
Logan,	157,000				



Branding

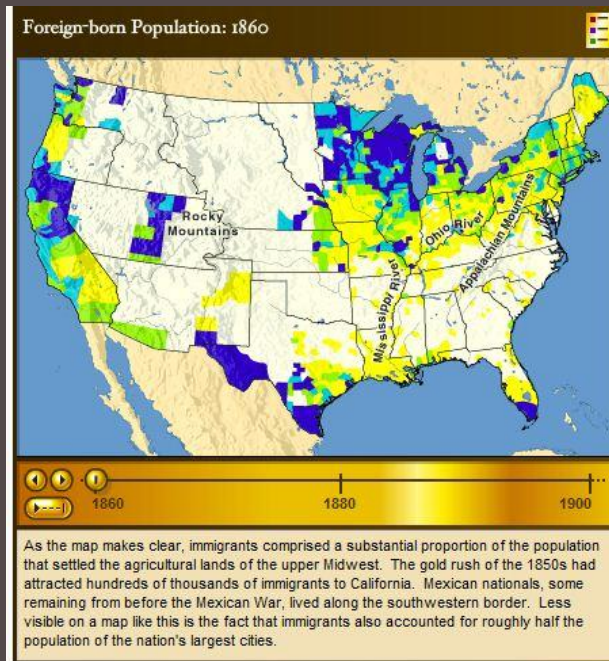


Used Picture Books

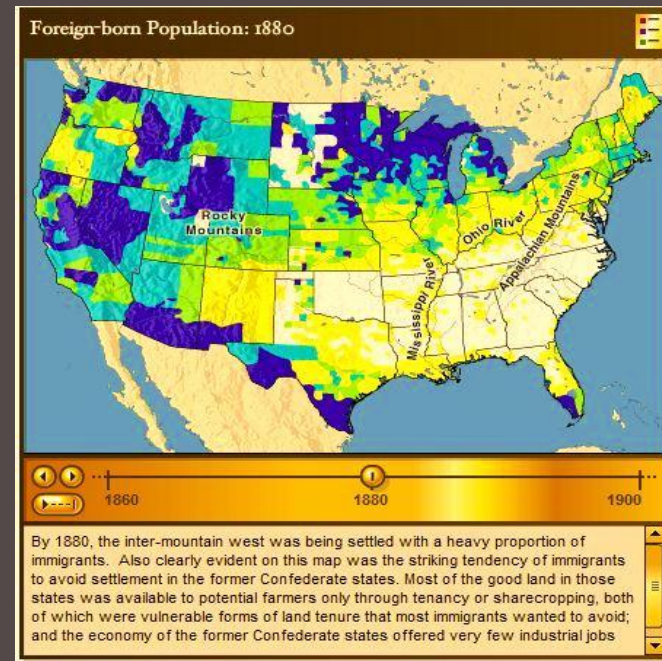


Conclusion

- Population Data Suggests A Large Influx Of Immigrants To The Great Plains

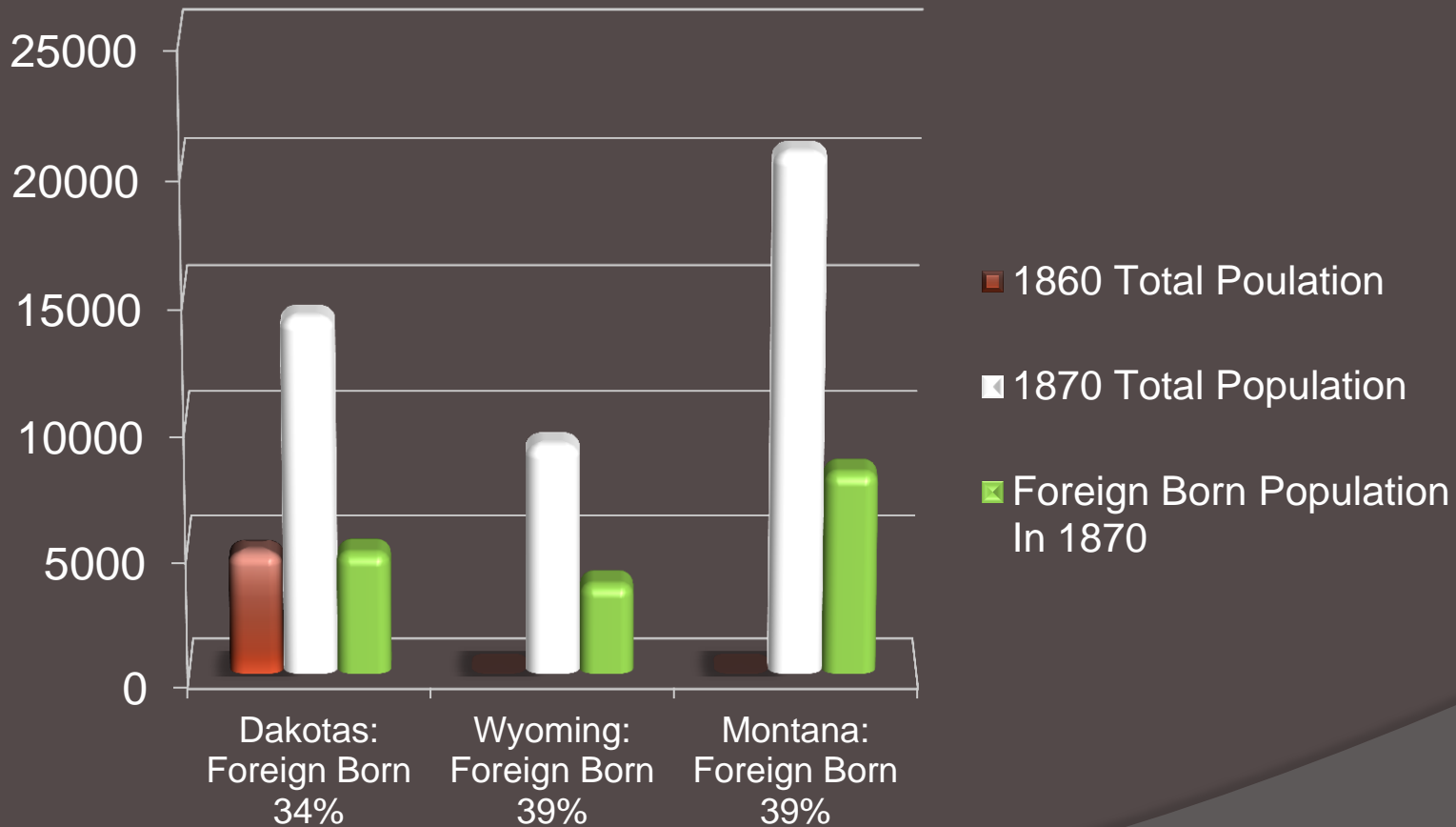


Foreign Born Population
1860

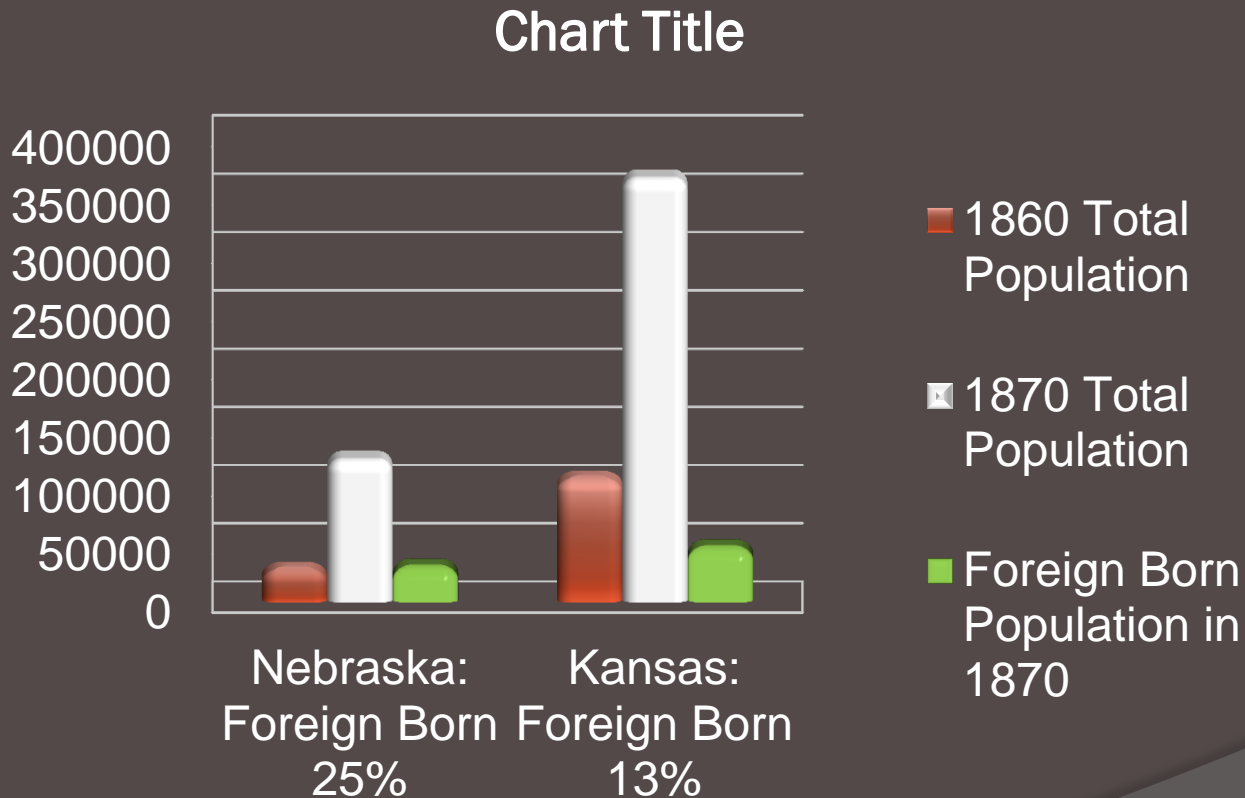


Foreign Born Population
1880

Census Data of Upper Great Plains

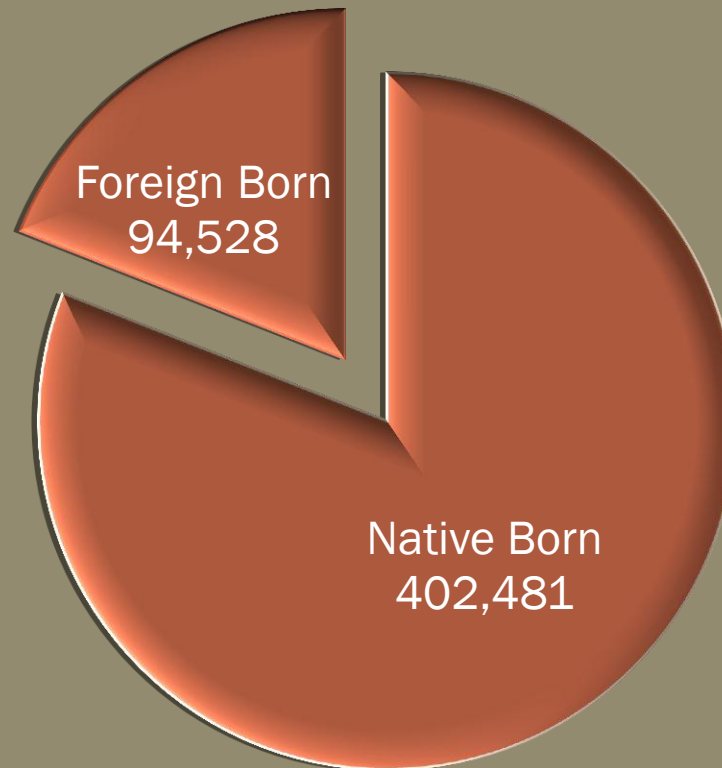


Census Data for Nebraska and Kansas



Native Born Versus Foreign Born Population

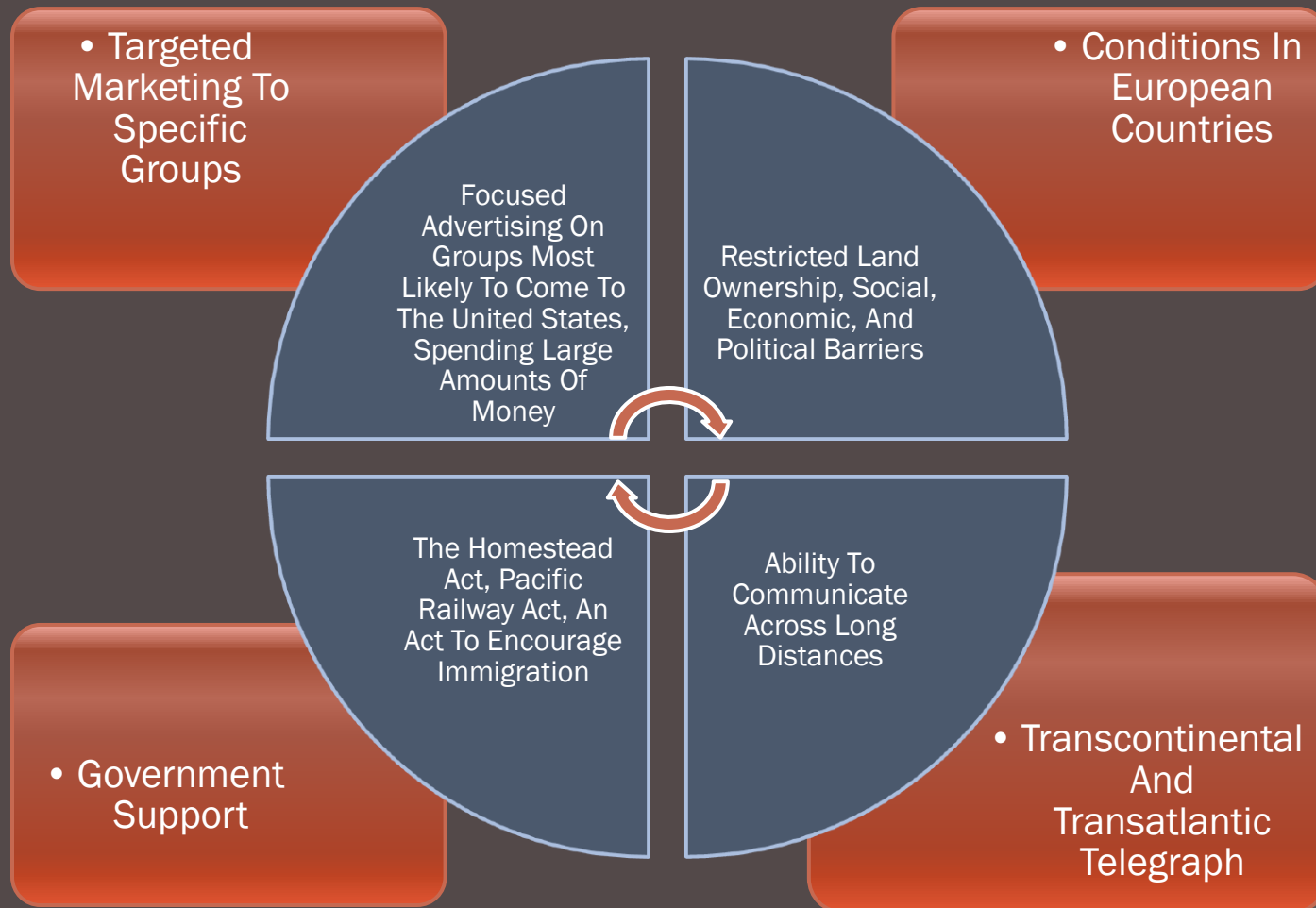
Totals In Nebraska, Kansas, Dakotas, Wyoming, And Montana



1870

Railroads Professionalized Advertising In The U.S.

Increased Sophistication In A Short Amount Of Time



Annual Budgets Dedicated To Marketing In Foreign Countries

Union Pacific (1871)

\$300,000

(equivalent to over \$5.4 million today)

The Burlington Railroad (1872)

\$500,000

(equivalent to over \$9 million today)

On Behalf of Homestead National Monument of America



Thank You!